



JOB DESCRIPTION

Volunteer

Position Title: Student Health Education Centre (SHEC) Executive: Promotions
Student Health Education Centre (SHEC) Promotions Coordinator

Term of Office: May 1 to April 30

Supervisor: SHEC Coordinator

Remuneration: Volunteer

Hours of Work: 4 to 6 hours per week

General Scope of Duties

The Promotions ~~Coordinator~~executive is responsible for the promotion of SHEC events to the McMaster community in a professional manner. The Promotions ~~executive~~Coordinator is responsible for ~~coordinating~~organizing the creation of all promotional materials with the designers at Underground Media + Design. The Promotions executive will work closely with the SHEC Coordinator, the Events and Programming Coordinator, and the Research and Advocacy Coordinator to ensure effective promotions for all events. ~~The Promotions executive will work with the Internal Programming executive to coordinate and promote SHEC's involvement in welcome week. This position involves leading a committee of 3-4 SHEC volunteers.~~

Major Duties and Responsibilities

Category	Percent	Specifics
Financial & Budgeting Function	5%	<ul style="list-style-type: none"> ▪ Work with the SHEC Coordinator to ensure that promotional budgets align with the service budget ▪ Inform Coordinator of any and all potential expenses ▪ Retain financial information to receive reimbursement from the Coordinator
Supervisory Function	10%	<ul style="list-style-type: none"> ▪ Leads a committee of summer (May-August) volunteers with the IP executive to coordinate SHEC involvement in WW ▪ Organize and lead regularly scheduled committee meetings between May and August ▪ Ensure committee members are well informed of the activities of the committee, are taking an active role in the committee work, and are disciplined appropriately when necessary with input from the Coordinator ▪ Coordinate the preparation of informational boards and tables for events as required for welcome week and for

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Approved EB 13-28
Revised EB 15-08
Revised EB 15-27

<p>Communications Function</p>	<p>20%</p>	<p>promotional events throughout the year</p> <ul style="list-style-type: none"> ▪ Aid the Coordinator in understanding SHEC’s promotional needs ▪ Aid the Coordinator and executives in other promotion and advertising initiatives ▪ Ensure that proper audiences are targeted in any promotional campaigns ▪ Responsible for choosing the modes of communication for promotional activities ▪ <u>Communicate regularly with committees to ensure promotional material being developed is what the committee wants</u> ▪ <u>Attend committee meetings as deemed necessary by Coordinators to ensure clear communication about promotional strategies necessary</u> ▪ _____ ▪ Communicate with Underground Media + Design on a regular basis to ensure materials being produced are what is wanted and needed ▪ Maintain strong communication with Coordinator, fellow executives and volunteers ▪ Compile the SHEC Volunteer Newsletter (3 editions suggested: one in the summer to welcome new volunteers and introduce the executive, term one wrap-up edition and end of the year wrap-up)
<p>Advertising & Promotions Function</p>	<p>55%</p>	<ul style="list-style-type: none"> ▪ Work with <u>Internal Programmingthe executive team</u> to promote the service during welcome week ▪ Ensure that any and all promotional materials produced by SHEC follows the MSU Visual Identity Guide and is primarily created by the Underground Media + Design ▪ Responsible for planning, organizing and implementing one general SHEC promotional campaign per academic year (choosing one aspect / service / theme of SHEC to promote) ▪ Responsible for promoting the events of the various committees ▪ Responsible for submitting all advertisements to be circulated through various MSU channels, including <i>The Silhouette</i>, the MSU webpage, and the campus screens network ▪ Work closely with other committees and volunteers to coordinate appropriate promotional campaigns for programs and events held by other committees ▪ Contact the appropriate groups to book rooms, MUSC space, banner space, etc.
<p>Other</p>	<p>10%</p>	<ul style="list-style-type: none"> ▪ Other duties as assigned by the SHEC Coordinator ▪ Fulfill one volunteer shift in the office per week ▪ Be available for office hours twice a week ▪ Be available to take supporting shifts if necessary ▪ Attend all executive and volunteer trainings and meetings ▪ Participate in transition with the outgoing Promotions executive and provide transition for the incoming

		<p><u>Promotions executive</u></p> <ul style="list-style-type: none"> ▪ Responsible for completing a year-end transition report in a timely manner ▪ Participate in various SHEC-wide campaigns ▪ Be an active member of the SHEC Community ▪ <u>Participate in various SHEC-wide campaigns</u> ▪ <u>Be an active member of the SHEC Community</u> ▪ <u>Support and attend SHEC events</u> ▪ <u>Attend all executive and volunteer trainings</u> ▪ <u>Participate in executive meetings as scheduled to provide regular updates to the executive team</u> ▪ <u>Fulfill one general volunteer shift and one office hour shift per week</u> ▪ <u>Be available to take supporting shifts if necessary</u> ▪ <u>Provide transition to the incoming Promotions Coordinator</u> ▪ <u>Responsible for completing a year-end transition report in a timely manner</u> ▪ <u>Other duties as assigned by the SHEC Coordinator</u>
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Knowledge, Skills and Abilities

- Understanding of service when considering volunteer and health organizations for potential collaborations
- ~~Awareness of SHEC's realm when considering volunteer and health organizations for potential collaborations~~
- Knowledge of related health resources on and off campus
- Very good organizational and time management skills
- ~~Leadership and motivational skills to effectively delegate and direct a committee~~
- Interpersonal and communication skills to foster positive relationships within and outside of SHEC
- Very good organizational and time management skills
- Artistic and creative skills

Effort & Responsibility

- Effort required to think creatively
- Effort required to design and implement promotional campaigns
- Establish and maintain professional connections on and off campus
- Maintain confidentiality of all individuals accessing SHEC services

Working Conditions

- Most work can be completed in a shared office space
- Time demands may exceed stated hours of work

Training and Experience

- Past experience with SHEC is an asset
- Graphic design experience is an asset
- Necessary training will be provided

Equipment

- Personal computer